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Annual Summary of 1988: Statistics, Sales, Bestsellers
'Truth, Bitter Truth': The Bestsellers That Weren't
Marketing to Libraries • Analyzing the Hidden Supersellers

Publishers Weekly

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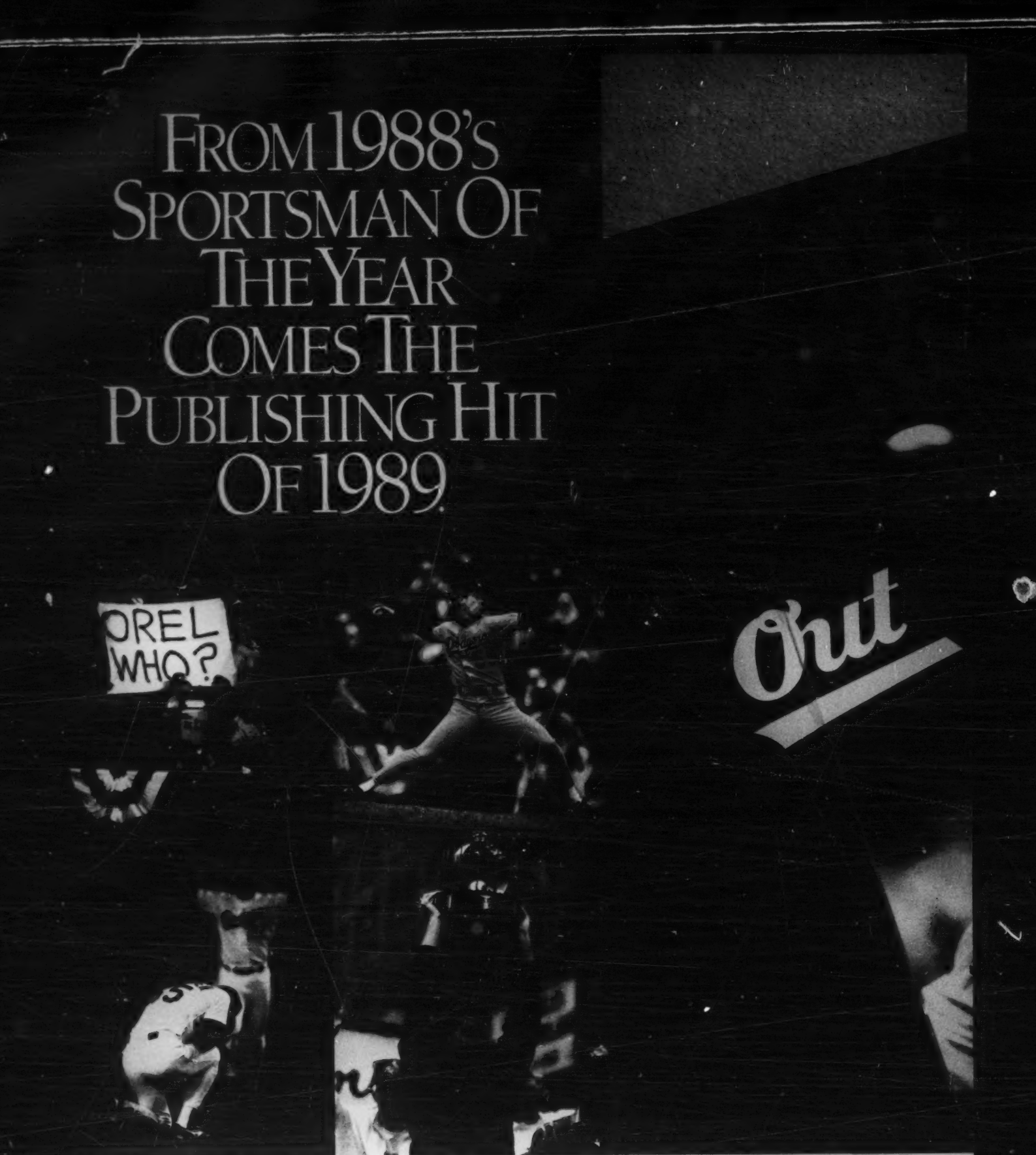

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1988's Hardcover Bestsellers

Despite some million-copy performers, unit sales are down a bit; veteran novelists and celebrity authors prove to be the crowd pleasers

BY DAISY MARYLES

No new significant sales records were set by the 1988 crop of hardcover bestsellers, although just maintaining some of those established in previous years is a cause for celebration. The news for 1987 was in the sheer breadth of titles with sales of more than 100,000 copies, and the same can be said for 1988. In fiction, 51 books had sales claims of over 100,000, just one notch down from last year's record of 52. In nonfiction, 76 made it to the six-figure count, easing out the record 72 set in 1987.

In 1988, three books went over the million-copy mark compared with four last year and five in each of the two years prior. Sales were also down for books selling over the 500,000 figure—in 1988, 12 topsellers made this claim, compared with 17 in 1987. Also, sales for the top 30 nonfiction titles have fallen off. In 1987 the top dozen were over the 400,000 mark and the top 30 enjoyed sales of over 200,000 copies. This year, only seven books sold over 400,000 and 25 went over 200,000.

Fiction, however, enjoyed a surge of sorts, though not at the higher counts. In the top 15 rankings, 1987 figures for novels matched or surpassed the numbers set in 1988—three over the one-million mark in both years; 10 over 500,000 in 1987, compared with six in 1988. But novels with reported sales over 200,000 copies stood at 25 in 1988, compared with 18 in 1987. And 39 novels sold over 150,000 copies in 1988, compared with 23 in 1987.

The books and subjects that comprise these topsellers haven't changed. In fiction, nearly all the authors among the top 15 have held top rankings in previous years. "Newcomers" included Wilhelm Grimm and Maurice Sendak, author and illustrator, respectively, of *Dear Mili*. The only new novelist among the fiction books selling over 100,000 was actress Joan Collins, hardly an unknown writer.

In fact, several thespians enjoyed long runs on our weekly nonfiction list, resulting in high rankings among the coveted end-of-the-year slots. They included George Burns, Elizabeth Taylor, Michael Jackson, Kirk Douglas and Shirley Temple Black. The nonfiction topsellers were also dominated by celebrities from the business and political fields as well as by familiar nonfiction bestselling authors. The surprise title in the nonfiction group was *A Brief History of Time: From the Big Bang to Black Holes* by Stephen W. Hawking, a prominent and highly regarded theoretical physicist whose academic and professional achievements are even more spectacular considering his 20-year affliction with Lou Gehrig's Disease.

"Shipped and Billed" Figures

The books on *PW*'s annual bestseller lists, including all the runners-up, are based on sales figures supplied by publishers for new books published in 1987 and 1988. These figures, according to the publishers, reflect only 1988 U.S. *trade* sales—that is, sales to bookstores, wholesalers and libraries. Publishers were carefully instructed not to include book club, overseas and direct-mail sales transactions in their sales figures. Some books appear in the listings without sales figures; these were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on a specific list.

"Sales" as used on these lists refers to books shipped and billed in calendar year 1988. Publishers were asked to take into account returns made through February 1, 1989. In many cases, the 1988 sales figures include books still on bookstore and wholesalers shelves, books on the way back to the publishers' warehouses and/or books already stacking up on returns piles but not yet calculated.

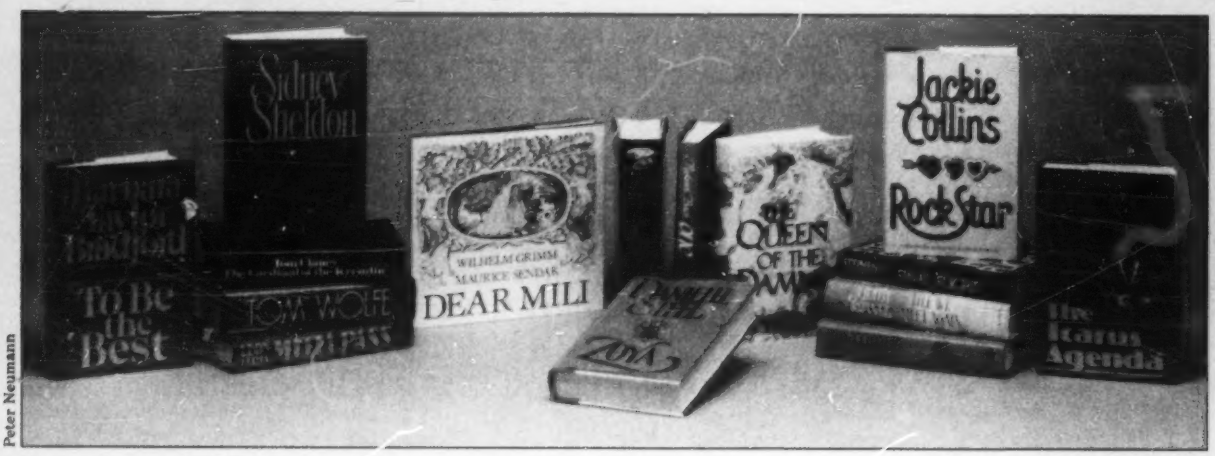
All the top 15 fiction bestsellers of the year were highly visible on weekly charts. The same is true for 14 of the 15 runners-up, the exception being Alex Haley's *A Different Kind of Christmas*. Three titles among the top 15 1988 nonficton bestsellers and two runners-up have yet to make it onto a weekly *PW* bestseller chart. They included two Weight Watchers titles, *The Sackett Companion*, *Life in Camelot* and *Nightmares in the Sky*.

The Fiction Bestsellers

Thanks to Stephen King's decision not to publish any new hardcover fiction titles in 1988, Tom Clancy was finally able to capture the lead spot with *The Cardinal of the Kremlin*. In 1987 and 1986, Clancy came in second after King despite sales over the one million mark. His impressive sales of 1,277,000 for *The Cardinal* was his best sales performance yet.

The other two-million-copy perfor-

1988: The Year in Summary



Peter Neumann

mances were by seasoned veterans whose books regularly make it to the top slots of these end-of-year lists. For Sidney Sheldon, his ninth bestseller, *The Sands of Time*, is also his most successful hardcover; Sheldon had never before experienced first-year sales of one million. Last year, *Windmills of the Gods* made it to #6 with reported sales of more than 700,000. Danielle Steel heads up the list of bestselling female authors both in output and sales. *Zoya*, her 23rd novel, is her second to go over the one million mark. According to the *1989 Guinness Book of World Records*, Steel holds the record for consecutive weeks on a national bestseller list, hardcover or paperback—381, beginning December 1981 through July 1988.

Seasoned novelists with well-worn tracks on bestseller charts also abound in the other top slots. Robert Ludlum's books continue to gain in sales and his 14th, *The Icarus Agenda*, is also his most successful, with sales of 827,849, enough for the #4 spot. Back in 1979, Ludlum's *The Matarese Circle* enjoyed the top fiction slot with sales of only 250,000 copies. For James A. Michener, his sales of 795,429 for *Alaska* and his #5 ranking could be considered low numbers. Excluding last year's 175-page celebration of the 200th anniversary of the U.S. Constitution, his major historical opuses usually place in the first and second spots and have gone over the seven-figure mark (*Texas* was #2 in 1985 with sales of 1,373,933).

While Judith Krantz's fifth novel, *Till We Meet Again*, missed a chance atop a weekly bestseller chart because of an ill-timed shipment of books, the book proved to be a crowd pleaser nonetheless. Sales of 506,697, enough for the #6 spot of the year, compared favorably to her previous successes and made it her bestselling hardcover to date.

Leon Uris returned to the turbulent Middle East with his latest opus, *Mitla Pass*, #10 with sales of 343,921. This time it's the Suez Crisis in 1956. This is Uris's 10th novel in over 30 years, beginning with *Battle Cry* in 1953 (#4 that year) and more recently *The Haj* in 1984 (#12 that year with sales of 250,000).

A veteran of both the fiction and nonfiction end-of-year lists, Richard Bach returned with another allegoric fantasy novel, *One*, at the #9 position. His last appearance was in 1984 on a nonfiction list at #14 with *The Bridge Across Forever*. Bach led the end-of-year list two years running, in 1972 and 1973, with *Jonathan Livingston Seagull*.

Jackie Collins made it to the #13 slot for *Rock Star* with sales of 308,000; more recently, *Hollywood Husbands* sold 517,000 copies in 1986, enough for the #5 position. Her first appearance on an annual list was in 1983 with *Hollywood Wives* (#9 with sales of 226,505). Barbara Taylor Bradford's *To Be the Best*, #8 with sales of 358,913, is the third book in her Hart Family Trilogy, which began with her first novel, *A Woman of Substance*, in 1975, followed by *Hold the Dream* in 1985. A novel outside the trilogy, *Act of Will*, was #14 in 1986 with sales of 205,000. Making a first appearance on the end-of-the-year list is Anne Rice with her third and most successful tale in The Vampire Chronicles, *The Queen of the Damned*, #7 with sales of 398,773. Blood drinkers proved stronger than missile mongers, at least on these bestseller charts, as Rice's book knocked Clancy off the top of *PW*'s weekly bestseller list.

In 1987, Farrar, Straus & Giroux had two first novels among the top 15 in fiction, a remarkable feat on these annual lists. In 1988, one of the novels, *The Bonfires of the Vanities*, made a reappearance at the #11 position with sales of 335,493; total sales for the hardcover are over 700,000 copies. The Tom Wolfe novel also enjoyed the longest run in 1988 on the weekly fiction hardcover lists—48 consecutive weeks during 1988. FSG's second entry in the top 15 is one of those books for children of all ages—a recently discovered Grimm tale, illustrated by Maurice Sendak. Sales of 275,990 earned it the #14 spot.

The other two slots on the list are taken up by authors new to the top 15 but who have been runners-up in previous years. Stephen Coonts, another popular author in the techno-thriller genre, scored a hit with his second novel, *Final Flight*; sales of 328,068 gave it the #12 position. In 1986, his first book, *The Flight of the Intruder*, was #22 with sales of more than 158,800. Dick Francis made it in 1988 with his 26th thriller, *Hot Money*, #15 with sales of 256,300. In 1987 *Bolt* landed at #20 with sales of 179,000.

The Fiction Runners-Up

The second tier of the year's bestsellers is also dominated by well-known authors with considerable time spent on bestseller charts both in 1988 and years hence. Gabriel García Márquez, the acclaimed Lat-

PW's 1988 Bestsellers Fiction

1 **The Cardinal of the Kremlin** by Tom Clancy. Putnam (7/26/88); 1,277,000

*2 **The Sands of Time** by Sidney Sheldon. Morrow (11/10/88)

3 **Zoya** by Danielle Steel. Delacorte Press (6/3/88); 1,025,000

4 **The Icarus Agenda** by Robert Ludlum. Random House (3/15/88); 827,849

5 **Alaska** by James A. Michener. Random House (6/27/88); 795,429

6 **Till We Meet Again** by Judith Krantz. Crown (9/15/88); 506,697

7 **The Queen of the Damned** by Anne Rice. Knopf (10/31/88); 398,773

8 **To Be the Best** by Barbara Taylor Bradford. Doubleday (7/4/88); 358,913

*9 **One: A Novel** by Richard Bach. Morrow/Silver Arrow Books (10/14/88)

10 **Mitla Pass** by Leon Uris. Doubleday (11/11/88); 343,921

11 **The Bonfire of the Vanities** by Tom Wolfe. Farrar, Straus & Giroux (11/9/87); 335,493

12 **Final Flight** by Stephen Coonts. Doubleday (01/7/88); 328,068

13 **Rock Star** by Jackie Collins. Simon & Schuster (4/18/88): 308,000

14 **Dear Mili** by Wilhelm Grimm with illustrations by Maurice Sendak. Farrar, Straus & Giroux/Michael di Capua Books (10/24/88); 275,990

15 **Hot Money** by Dick Francis. Putnam (3/4/88); 256,300

NOTE: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1988 and should not be regarded as net sales figures, since publishers do not yet know what their final returns will be.

*Sales figures were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on a specific list.

in-American writer, had a 34-week run on *PW*'s weekly charts. Rosamunde Pilcher had a 33-week run on *PW*'s weekly charts with her 12th and most successful novel. *Timothy's Game* is Lawrence Sanders's 11th book; each of his previous titles have been either among the top 15 or one of the runners-up.

16. *Lightning* by Dean R. Koontz (Putnam, 1/88; *251,100*)

17. *Love in The Time of Cholera* by Gabriel García Márquez (Knopf, 4/88; *248,041*)

18. *Anything for Billy* by Larry McMurtry (Simon & Schuster, 10/88; *248,000*)

19. *Doctors* by Erich Segal (Bantam Books, 8/88; *246,000*)

20. *Breathing Lessons* by Anne Tyler (Knopf, 9/88; *234,284*)

21. *Treasure* by Clive Cussler (Simon & Schuster, 4/88; *229,000*)

22. *Prime Time* by Joan Collins (Simon & Schuster, 10/88; *225,000*

23. *Koko* by Peter Straub (Dutton, 9/88; *222,246*

24. *Timothy's Game* by Lawrence Sanders (Putnam. 7/88; *202,100*)

25. *A Different Kind of Christmas* by Alex Haley (Doubleday, 12/88; *201,115*)

26. *Tapestry* by Belva Plain (Delacorte, 5/88; *190,000*)

27. *The Shell Seekers* by Rosamunde Pilcher (St. Martin's/A Thomas Dunne Book, 1/88; *182,445*)

28. *Shining Through* by Susan Isaacs (Harper & Row, 8/88; *181,148*)

29. *Dragonsdawn* by Anne McCaffrey (Del Rey Hardcover, 11/88; *181,000*

30. *People Like Us* by Dominick Dunne (Crown 6/88; *180,824*)

Four of the titles with reported sales of more than 100,000 failed to make even a single appearance on *PW*'s weekly charts, including *Faerie Tale, Blossom Comes Home, Killing Time in St. Cloud* and *Fast Copy.*

There were nine titles with sales of over 150,000 for 1988. They are: *Inheritance* by Judith Michael (Poseidon Press); *The Last Princess* by Cynthia Freeman (Putnam); *The Silence of the Lambs* by Thomas Harris (St. Martin's); *Crimson Joy* by Robert B. Parker (Delacorte); *Spock's World* by Diane Duane (Pocket Books); *Prelude to Foundation* by Isaac Asimov (Doubleday); *Demon Lord of Karanda* by David Eddings (Del Rey); *The Tommyknockers* by Stephen King (Putnam); and *Mortal Fear* by Robin Cook (Putnam).

Three novels reported sales of more than 120,000: *King of the Murgos* by David Eddings (Del Rey); *Sword Point* by Harold Coyle (Simon & Schuster); and *Spy Hook* by Len Deighton (Knopf).

Nine more 1988 novels reported sales of 100,000 plus: *Faerie Tale* by Raymond Feist (Doubleday); *The Tenants of Time* by Thomas Flanagan (Dutton/A William Abrahams Book); *Blossom Comes Home* by James Herriot (St. Martin's); *The Aviators* by W.E.B. Griffin (Putnam); *Scorpius* by John Gardner (Putnam); *Killing Time in St. Cloud* by Judith Guest and Rebecca Hill (Delacorte); *A Thief of Time* by Tony Hillerman (Harper & Row); *Fast Copy* by Dan Jenkins (Simon & Schuster); and *Tracks* by Louise Erdrich (Henry Holt).

Nonfiction Leaders

The extraordinary sales of the #1 nonfiction bestseller of the year, *The 8-Week Cholesterol Cure*, were such that Harper & Row cancelled plans to publish a trade paperback edition and instead will publish a revised and expanded hardcover edition in August. The book's jacket includes the right blend of endorsements—from readers and the medical establishment—and promises to lower your blood cholesterol by up to 40%. The book has been on *PW*'s weekly charts 79 times and continues strong.

The sleeper of the year is *A Brief History of Time*, #3 with sales of 729,000 copies, an impressive feat for a book that was published April 1 with a first printing of 50,000. While the publisher claims to have anticipated that the book would become an important bestseller, they never expected it to be the phenomenon that it has. Reviews and stories about the book and its remarkable author—a Cambridge physicist confined to a wheelchair and able to communicate only with the assistance of a computerized voice synthesizer—has filled an entire file cabinet drawer at Bantam, according to the publisher.

The battle for the bestselling 1988 business book seems to have been won by Lee Iacocca, who took the #2 spot for his *Talking Straight* with sales of 747,000. Excellent numbers, except when compared to his first book, *Iacocca: An Autobiography*, which claimed the #1 spot in 1984 and 1985 with sales well over one million copies for each of those years. Coming in second was Donald Trump, at the #4 spot with sales of 610,812. But if you add the 1987 sales of Trump's book—about 240,000 copies—the real-estate mogul's first book did better than the supreme car salesman's second.

1988: The Year in Summary

Business also figured in two other topsellers, *Swim with the Sharks Without Being Eaten Alive*, #7, and Donald T. Regan's *For the Record*, #12. Morrow successfully sold the first despite a money back guarantee to anyone who didn't agree that the book delivers what it promises—"how to outsell, outmanage, outmotivate and outnegotiate your competition." While Regan, the former White House chief of staff, included details about the Iran-*contra* scandal and the inner workings of the Reagan White House in *For the Record*, the single fact that propelled the book onto the bestseller lists was the revelation of Nancy Reagan's consultations with an astrologer regarding her husband's presidential activities.

George Burns's loving reminiscences of his wife Gracie was his most successful book, with sales of 582,800, enough for the #5 slot. Actress Elizabeth Taylor's successful—at least for a while—battle with the bulge was frank and credible, making it one of the bestselling books of the year, #6 with sales of 512,750, and one of the most successful celebrity diet books in the last decade. Michael Jackson shared some of his personal thoughts and family photographs and 341,748 fans bought the book, enough to garner it the #10 spot—nice, but not where he lands on the music charts.

While traditional bookstores certainly accounted for some of the 350,000 copies sold of *Christmas in America*, sales at K mart outlets around the country were particularly brisk. The world's second largest retailer mounted a special promotional program for its 2000 stores centered on the book. Last year, Collins had two books among the top 15—*A Day in the Life of America* with sales of 570,000 copies and *A Day in the Life of the Soviet Union* with 420,000 copies sold.

An ordained minister, Robert Fulghum, was as surprised as his publishers by the success of his first book, *All I Really Need to Know I Learned in Kindergarten*. In 1988, the book sold 334,960, enough for the #11 spot. A familiar figure on these end-of-year lists is Leo Buscaglia. He rounds out the top 15 with a 1987 book, *Seven Stories of Christmas Love*, that sold over 240,000 in 1988. In 1987, approximately the same rate of sales gave it a #20 ranking.

Two recent Weight Watchers cookbooks placed at #9 and #14. While neither book has made it to *PW*'s weekly list, it is often reported by individual bookstores among their lead sellers.

Another no-show on the weekly lists was Louis L'Amour's *The Sackett Companion*, #13 with sales of 285,000 copies. Interestingly, it outsold another L'Amour-based hardcover, *A Trail of Memories: The Quotations of Louis L'Amour*, #21 on the list with sales of 221,000. The latter was on *PW*'s weekly charts for more than two months.

Guinness's Record Sale

While these annual lists reflect 1988 sales of new hardcover titles published in 1988 or 1987 and do not include annuals, it is still fitting to note that the 1989 edition of *Guinness Book of World Records* edited by David Boehm sold 363,429 copies for Sterling last year, the book's highest sales figure in recent years.

A book that does not qualify because of publication date but had an astounding sales record is *Webster's Ninth New Collegiate Dictionary*—1988 sales were 988,745 copies.

The Nonfiction Runners-Up

The books in this group represent the usual blend of subjects that make up a nonfiction bestseller list—books by or about well-known personalities, business and how-to categories, books by writers that have previously written bestsellers. A welcome new subject is a book of photographs and impressions of earth, *The Home Planet*, by the astronauts and cosmonauts who have viewed and studied the planet from the vantage point of Space.

16. *Child Star: An Autobiography* by Shirley Temple Black (McGraw-Hill, 11/88; *237,759)*

17. *The Home Planet* edited by Kevin W. Kelley for the Association of Space Explorers (Addison-Wesley, 10/88; *235,419)*

18. *The Lives of John Lennon* by Albert Goldman (Morrow, 9/88)

19. *All You Can Do Is All You Can Do but All You Can Do Is Enough* by A. L. Williams (Oliver-Nelson, 9/88; *229,022)*

20. *Press On!: Further Adventures in the Good Life* by General Chuck Yeager and Charles Leerhsen (Bantam, 10/88; *229,000*

21. *A Trail of Memories: The Quotations of Louis L'Amour* compiled by Angelique L'Amour (Bantam, 6/

PW's 1988 Bestsellers Nonfiction

1 **The 8-Week Cholesterol Cure** by Robert E. Kowalski. Harper & Row (8/31/87); 961,221

2 **Talking Straight** by Lee Iacocca with Sonny Kleinfield. Bantam (7/29/88); 747,000

3 **A Brief History of Time: From the Big Bang to Black Holes** by Stephen W. Hawking. Bantam (4/2/88); 729,000

4 **Trump: The Art of the Deal** by Donald J. Trump with Tony Schwartz. Random House (12/14/87); 610,812

5 **Gracie: A Love Story** by George Burns. Putnam (11/14/88); 582,800

6 **Elizabeth Takes Off** by Elizabeth Taylor. Putnam (2/15/88); 512,750

***7** **Swim with the Sharks without Being Eaten Alive** by Harvey MacKay. Morrow (3/23/88)

8 **Christmas in America** edited by David Cohen. Collins Publishers (11/1/88); 381,000

9 **Weight Watchers Quick Success Program Cookbook** by Jean Nidetch. NAL Books (1/89); 349,640

10 **Moonwalk** by Michael Jackson. Doubleday (4/20/88); 341,748

11 **All I Really Need to Know I Learned in Kindergarten: Uncommon Thoughts on Common Things** by Robert Fulghum. Villard Books (10/13/88); 334,960

***12** **For the Record: From Wall Street to Washington** by Donald T. Regan. Harcourt Brace Jovanovich (5/23/88)

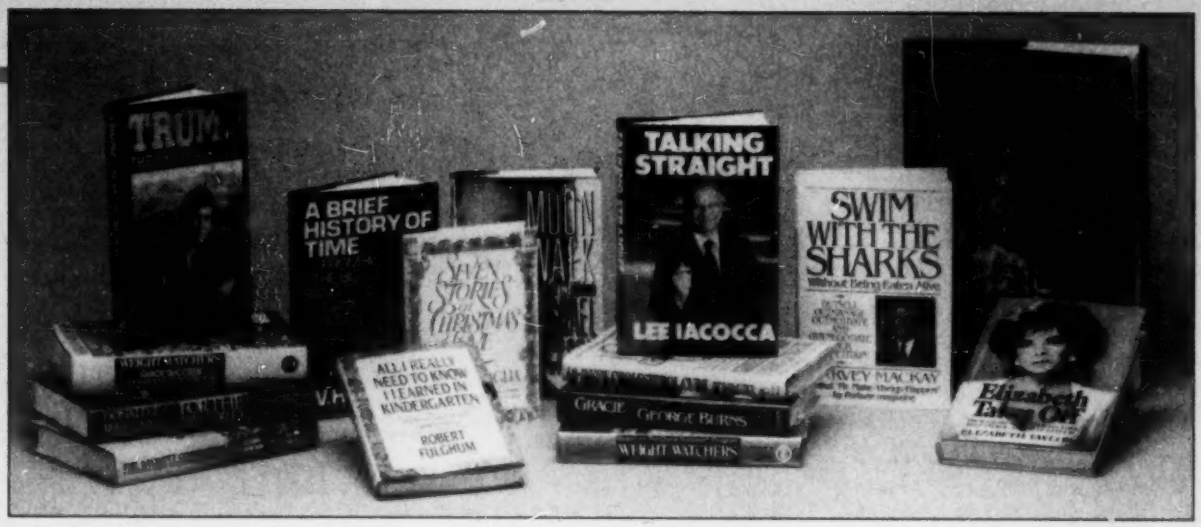
13 **The Sackett Companion: A Personal Guide to the Sackett Novels** by Louis L'Amour. Bantam (11/1/88); 285,000

14 **Weight Watchers Quick and Easy Menu Cookbook** by Weight Watchers International. NAL Books (1/88); 260,000

***15** **Seven Stories of Christmas Love** by Leo Buscaglia. Morrow/Slack (10/15/87)

NOTE: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1988 and should not be regarded as net sales figures, since publishers do not yet know what their final returns will be.

*Sales figures were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on a specific list.



88; *221,000*)

22. *The Rise & Fall of The Great Powers* by Paul Kennedy (Random House, 12/87; *220,506*)

23. *The Last Lion, 1932–1940* by William Manchester (Little, Brown, 10/88; *217,305*)

24. *The Ragman's Son* by Kirk Douglas (Simon & Schuster, 8/88; *204,000*)

25. *The Dictionary of Cultural Literacy* by E. D. Hirsch Jr., Joseph F. Kett and James Trefil (Houghton Mifflin, 10/88; *200,541*)

26. *Life in Camelot* by Philip Kunhardt Jr. (Little, Brown, 9/88; *197,815*)

27. *Nightmares in the Sky* by Stephen King and photographs by f-stop Fitzgerald (Viking Studio Books, 10/88; *196,352*)

28. *Transformation: The Breakthrough* by Whitley Strieber (Morrow/Beech Tree Books, 9/88)

29. *Surviving the Great Depression of 1990* by Ravi Batra (Simon & Schuster, 9/88; *196,000*

30. *First Salute* by Barbara W. Tuchman (Random House, 9/88; *194,029*)

The 46 Nonfiction Almost-Rans

Thirteen of these almost-rans never achieved a position on any weekly *PW* bestseller list. Whether that reflects the stiff competitive nature of the weekly charts, the veracity of the publishers supplying the numbers or "shipped and billed" figures that include only the tip of the returns iceberg—only the publishers know for sure. At any rate, books by Madden, Nelson, Terkel, Solt, Carter, Stewart, King, Edwards, Mandino, Ohrbach, Morris, Kunhardt and the book on Robert Kennedy's talks have yet to achieve a spot on *PW*'s weekly charts.

Eleven books with reported sales over 150,000 include: *The Boz* by Brian Bosworth with Rich Reilly (Doubleday); *Goldwater* by Barry M. Goldwater and Jack Casserly (Doubleday); *A Bright Shining Lie* by Neil Sheehan (Random); *Don't Bend Over in the Garden, Granny, You Know Them Taters Got Eyes* by Lewis Grizzard (Villard); *One Size Doesn't Fit All* by John Madden (Villard); *Washington Goes to War* by David Brinkley (Knopf); *The Duchess of Windsor* by Charles Higham (McGraw-Hill); *Controlling Cholesterol* by Dr. Kenneth Cooper (Bantam); *Imagine: John Lennon* by Andrew Solt and Sam Egan (Macmillan); *Willie: An Autobiography* by Willie Nelson with Bud Shrake (Simon & Schuster); and *Riding the Iron Rooster* by Paul Theroux (Putnam).

There were nine books that reported sales over the 125,000-copy mark: *The Great Divide* by Studs Terkel (Pantheon); *What's Next?* by Paul Erdman (Doubleday); *Citizen Cohn: The Life and Times of Roy Cohn* by Nicholas von Hoffman (Doubleday); *Landslide: The Unmaking of the President, 1984–1988* by Jane Mayer and Doyle McManus (Houghton Mifflin); *An Outdoor Journal* by Jimmy Carter (Bantam); *Senatorial Privilege: The Chappaquiddick Cover-Up* by Leo Damore (Regnery Gateway); *Martha Stewart's Quick Cook Menus* by Martha Stewart (Potter); *Generation of Swine* by Hunter S. Thompson (Summit); and *A Day in the Life of California* by Rick Smolan and David Cohen (Collins).

Twenty-six more books claimed 1988 sales figures of 100,000 plus. They are: *A Season Inside* by John Feinstein (Villard); *Wilderness* by Jim Morrison (Villard); *Getting Together* by Roger Fisher and Scott Brown (Houghton Mifflin); *Whales* by Jacques-Yves Cousteau and Yves Paccalet (Abrams); *The Portable Curmudgeon* compiled by Jon Winokur (NAL Books); *"What Do You Care What Other People Think?"* by Richard P. Feynman with Ralph Leighton (Norton); *Being a Woman* by Dr. Toni Grant (Random); *The National Geographic Society* by C.D.B. Bryan (Abrams); *Donnie Brasco: My Undercover Life in the Mafia* by Joseph D. Pistone with Richard Woodley (NAL); *Capote: A Biography* by Gerald Clarke (Simon & Schuster); *Speaking Out* by Larry Speakes with Robert Pack (Scribners); *1999: Victory Without War* by Richard M. Nixon (Simon & Schuster); *Picasso: Creator and Destroyer* by A. S. Huffington (Simon & Schuster); *Tell it to the King* by Larry King with Peter Occhiogrosso (Putnam); *Priscilla, Elvis and Me* by Michael Edwards (St. Martin's); *The Greatest Salesman in the World* by Og Mandino (Bantam); *Chaos* by James Gleick (Viking); *Battle Cry of Freedom: The Civil War Years* by James M. McPherson (Oxford University Press); *They Went That Away* by Malcolm Forbes with Jeff Bloch (Simon & Schuster); *The Frugal Gourmet Cooks American* by Jeff Smith (Morrow); *A Token of Friendship* by Barbara Milo Ohrbach (Potter); *Catlore* by Desmond Morris (Crown); *The Way Things Work* by David Macaulay (Houghton Mifflin); *Life Laughs Last* by Philip B. Kunhardt Jr. (Simon & Schuster); *Winfield: A Player's Life* by Dave Winfield with Tom Parker (Norton); and *Robert Kennedy in His Own Words* edited by Edwin O. Guthman and Jeffrey Shulman (Bantam). □

Paperback Top Sellers

Comic books lead the way in trade paperbacks; another strong year for mass market titles

The number of trade paperback bestsellers fell in 1988 from 1987 levels, as recorded in *Publishers Weekly*'s annual trade paperbacks top-sellers list, compiled since 1977 and defined by publishers' sales figures of 50,000 copies or more. (The titles include annuals, atlases and almanacs—although no atlases made the 1988 list.) Books on the current list were published in 198 or 1988, although sales figures are given for 1988 only.

In 1988 there were 219 trade paperback bestsellers, down from 1987's all-time high of 254 titles; there were 193 bestsellers in 1986 but 208 in 1985. The top-ranking trade paperback of 1988 sold 1,253,000 copies, compared with a high figure of 2,489,500 in 1987.

Americans love to laugh, judging by sales figures for 1988 trade paperback bestsellers. Bill Watterson again tickled readers with three top-ranking comic-strip titles. At sales of 1,253,000 and 891,000, respectively, *Something Under the Bed Is Drooling* and *The Essential Calvin and Hobbes* topped *Calvin and Hobbes*, which sold 866,000 copies in 1987. The latter title also pulled in a whopping sales figure of 522,000 in 1988.

Gary Larson also topped his previous sales figures for comic-strip books with *Night of the Crash-Test Dummies* (831,000 copies) and *The Far Side Gallery 3* (826,000 copies); these far surpassed the performance of 1987's Far Side titles, which sold 1.45 million copies. These 1987 books, *The Far Side Observer* and *Hound of the Far Side*, also sold 311,000 and 190,000 copies, respectively, in 1988.

Although bestsellers, the comic-strip collections by Berke Breathed and Jim Davis did not perform quite as well as did the authors' 1987 titles.

Perennial mass-market bestseller Stephen King ranked #2 on the trade paperback list with the apocalyptic fantasy western *The Gunslinger*, the first installation of the Dark Tower series that he began while a college student, and originally published in a limited hardcover edition.

Magazine parodies featuring animals—stuffed and real, dressed as humans—continued to have excellent trade-paperback showings in 1988. Ilene Hochberg's *Vanity Fur*, a send-up of *Vanity Fair* that sold 443,000 copies in 1988, follows up on the author's *Catmopolitan*, a takeoff on *Cosmopolitan*, which sold 390,000 copies in 1987, and her *Dogue*, a parody of *Vogue* that sold 128,000 copies in 1986. *Pupple*, a parody of *People*, by Garrett Simmons & Dorian Yeager, sold 250,000 in 1988 and *Teddy's Bearzaar*, by Ted Menten, which plays on *Harper's Bazaar*, sold 109,000 copies.

More rigorous titles among the top trade paperbacks included Toni Morrison's Pulitzer Prize–winning novel *Beloved* (325,000), and Alan Bloom's stern indictment of the American educational system, *The Closing of the American Mind* (365,000).

Bernie S. Siegel's *Love, Medicine and Miracles* preached the significance of emotional harmony in overcoming physical illness to the tune of 709,333 copies. Health-minded Americans were also enamored with Elizabeth Taylor's tale of dieting, *Elizabeth Takes Off* (698,042), also one of the top hardcover bestsellers in 1988; they also wanted to shed pounds with *The New American Diet* (60,000); and were keen on cooking up *Weight Watchers Favorite Recipes* (225,000). Readers could bone up on parenting skills with *Siblings Without Rivalry* (165,000), *Johnson & Johnson: From Baby to Toddler* (120,000) and *Childbirth & Marriage* (65,000).

The top-selling trade paperback romances in 1988 were Jennifer Blake's *Perfume of Paradise* (174,000) and Lucia St. Clair Robson's *Light a Distant Fire* (106,000), both originals.

Other strong trade paperback categories and topics in 1988 included myth, fantasy, AIDS, computers, inspiration and gardening.

A Strong Year for the Masses

A total of 111 mass-market titles published in 1987 or 1988 had in-print figures at the end of 1988 of at least one million copies and thus qualified for *PW*'s 1988 mass market bestseller list; 112 titles appeared on the 1987 list. This year, the most popular mass market paperbacks were Sidney Sheldon's *Windmills of the Gods* (4,446,311), Danielle Steel's *Fine Things* (4,240,000) and Scott Turow's *Presumed Innocent* (4,003,535), all fiction reprints. The 1987 top-ranking titles were Steel's *Family Album* (4,695,000) and Sheldon's *Windmills of the Gods* (4,350,000) and *If Tomorrow Comes* (4,240,000), all three of which were fiction reprints.

This year, 12 titles had three million or more in print compared with seven last year and nine the year before. Five of the 12 were published in 1987 but had high sales in 1988 as well. Nine titles (five of which were published in 1987) had in-print figures of two million-plus copies, compared with 18 such titles in 1987 and 16 in 1986.

There were no surprises among the top contenders, who included Stephen King, Tom Clancy, V. C. Andrews, Jackie Collins, Tom Wolfe, Mary Higgins Clark, James Clavell, Lawrence Sanders, Janet Dailey and Harold Robbins.

The lone nonfiction title among the top 21 titles—including the four, three and two million-plus lists—was *Fit for Life* (2,273,270). The controversial diet plan, by Harvey and Marilyn Diamond, also sold 1,841,000 copies in 1987.

—PENNY KAGANOFF

Trade Paperbacks

Titles listed here are trade paperbacks (originals, reprints, or books issued in dual editions) published in 1987 or 1988 of which publishers have billed and shipped at least 50,000 copies to bookstores in 1988. Please note that publishers' sales figures do not necessarily represent final net sales, since they do not always reflect returns. Those titles that were released in 1987 are marked with an asterisk. Almanacs, atlases and annuals are listed on page 34.

500,000+

Something Under the Bed Is Drooling. Bill Watterson. Original. Andrews & McMeel (1,253,000)
The Gunslinger (Dark Tower #1). Stephen King. Reprint. NAL (1,200,000)
The Essential Calvin and Hobbes. Bill Watterson. Original. Andrews & McMeel (891,000)
Night of the Crash-Test Dummies. Gary Larson. Original. Andrews & McMeel (831,000)
The Far Side Gallery 3. Gary Larson. Original. Andrews and McMeel (826,000)
Love, Medicine and Miracles. Bernie S. Siegel. Reprint. Perennial Library/Harper & Row (709,333)
Tales Too Ticklish to Tell. Berke Breathed. Original. Little, Brown (704,000)
Elizabeth Takes Off. Elizabeth Taylor. Reprint. Berkley (698,042)
The Cat Who Came for Christmas. Cleveland Amory. Reprint. Penguin (600,000)
*** Calvin and Hobbes.** Bill Watterson, Original. Andrews & McMeel (522,000)

200,000+

*** You Can Heal Your Life.** Louise L. Hay. Reprint. Hay House (492,007)
*** Fatherhood.** Bill Cosby. Reprint. Berkley (479,724)
*** Callanetics.** Callan Pinckney. Reprint. Avon (470,000)
The Power of Myth. Joseph Campbell and Bill Moyers. Original. Doubleday (466,598)
Garfield Worldwide. Jim Davis. Original. Ballantine (465,000)
Garfield Rounds Out. Jim Davis. Original. Ballantine (444,000)
Vanity Fur. Ilene Hochberg. Original. Pocket (443,000)
The Closing of the American Mind. Alan Bloom. Reprint. Touchstone/Simon & Schuster (365,000)
Beloved. Toni Morrison. Reprint. NAL (325,000)
Separated at Birth. *Spy* Magazine. Original. Doubleday (319,382)
*** The Far Side Observer.** Gary Larson. Original. Andrews & McMeel (311,000)
*** Using 1-2-3, Special Edition.** Que Corp. Original. Que Corp. (299,784)
*** The Book of Questions.** Gregory Stock. Reprint. Workman (287,000)
Thriving on Chaos. Tom Peters. Reprint. Perennial Library/Harper & Row (252,418)
Pupple. Garret Simmons & Dorian Yeager. Original. Perigee/Putnam (250,000)
Garfield How to Party Book. Jim Davis. Original. Ballantine (232,000)
Weight Watchers Favorite Recipes. Weight Watchers Int'l. Reprint. NAL (225,000)
The Unbearable Lightness of Being. Milan Kundera. Reprint. Perennial Library/Harper & Row (222,794)
Cultural Literacy. E. D. Hirsch Jr. Reprint. Vintage (206,221)
*** Catmopolitan.** Ilene Hochberg. Original. Pocket (201,000)

100,000+

Balloon Animals. Aaron Hsu-Flanders. Original. Contemporary (190,724)
*** Hound of The Far Side.** Gary Larson. Original. Andrews & McMeel (190,000)
*** Healing the Child Within.** Charles Whitfield. Original. Health Communications (184,000)
*** Extraordinary Origins of Everyday Things.** Charles Panati. Dual. Perennial Library/Harper & Row (182,540)
Garfield Book of Cat Names. Jim Davis and Carol McD. Wallace. Original. Ballantine (174,000)
Perfume of Paradise. Jennifer Blake. Original. Fawcett/Columbine (174,000)
Choices for a Healthy Heart. Joseph C. Piscatella. Original. Workman (170,000)
The Fatal Shore. Robert Hughes. Reprint. Vintage (165,258)
Siblings Without Rivalry. Adele Faber & Elaine Mazlish. Reprint. Avon (165,000)
Using WordPerfect 5. Charles O. Stewart III et al. Original. Que Corp. (164,522)
Dragonlance® Heroes: The Legend of Huma. Richard A. Knaak. Original. TSR (161,000)
PC Magazine's DOS Power Tools. Paul Somerson. Original. Bantam (152,000)
Dragonlance® Heroes: Stormblade. Nancy V. Berberick. Original. TSR (152,000)
The Last Temptation of Christ. Nikos Kazantzakis. Reissue. Touchstone/Simon & Schuster (150,000)
*** Dragonlance® Tales: Magic of Krynn.** Margaret Weis and Tracy Hickman eds. Original. TSR (149,000)
Winters' Tales. Jonathan Winters. Reprint. Vintage (147,617)
*** Joshua.** Joseph Girzone. Reprint. Macmillan (147,378)
Life and Death in Shanghai. Nien Cheng. Reprint. Penguin (145,000)
Why Do Clocks Run Clockwise? David Feldman. Reprint. Perennial Library/Harper & Row (144,297)
Bradshaw on: The Family. John Bradshaw. Original. Health Communications (141,000)
Garfield's Thanksgiving. Jim Davis. Original. Ballantine (139,000)
Dragonlance® Heroes: Weasel's Luck. Michael Williams. Original. TSR (138,000)
And the Band Played On. Randy Shilts. Reprint. Penguin (135,000)
Eat This . . . It'll Make You Feel Better. Dom DeLuise. Reprint. Pocket (134,000)
*** Basic Home Wiring.** Sunset Editors. Reprint. Sunset (121,375)
Johnson & Johnson: From Baby to Toddler. John Fisher. Original. Perigee/Putnam (120,000)
*** 696 Silly School Jokes and Riddles.** Joseph Rosenbloom. Reprint. Sterling (116,009)
Life Smiles Back. Philip Kunhardt. Reprint. Fireside/Simon & Schuster (115,000)
*** Speed Cleaning.** Jeff Campbell. Original. Dell (113,818)
*** Using WordPerfect, 3rd Ed.** Deborah Beacham and Walton Beacham. Original. Que Corp. (113,563)
Chaos: Making a New Science. James Gleick. Reprint. Penguin (110,000)
Western Garden Book. Sunset Editors. Reprint. Sunset (109,741)

1988: The Year in Summary

Forgotten Realms™: The Crystal Shard. R. A. Salvatore. Original. TSR (109,000)
Teddy's Bearzaar. Ted Menten. Original. Running Press (109,000)
Herman: The Sixth Treasury. Jim Unger. Original. Andrews & McMeel (109,000)
Making of 'The African Queen.' Katharine Hepburn. Reprint. NAL (108,000)
*** dBase III Plus Handbook, 2nd Ed.** George T. Chou. Original. Que Corp. (106,241)
Light a Distant Fire. Lucia St. Clair Robson. Original. Ballantine (106,000)
*** Dragonlance® Tales: Kender, Gully Dwarves, and Gnomes.** Margaret Weis and Tracy Hickman, eds. Original. TSR (104,000)
Quit. Charles Wetherall. Reprint. Running Press (102,000)
*** Using PC DOS, 2nd Ed.** Chris DeVoney. Original. Que Corp. (100,564)
How to Make Love All the Time. Barbara DeAngelis. Reprint. Dell (100,509)
*** A Garfield Christmas.** Jim Davis. Original. Ballantine (100,000)
*** How to Talk Minnesotan.** Howard Mohr. Original. Penguin (100,000)
The Different Drum. M. Scott Peck. Reprint. Touchstone/Simon & Schuster (100,000)
Forgotten Realms™: Spellfire. Ed Greenwood. Original. TSR (100,000)

75,000+

Megaskills. Dorothy Rich. Dual. Houghton Mifflin (99,898)
Gorillas in the Mist. Dian Fossey. Movie tie-in. Houghton Mifflin (98,655)
Dirty Dancing. Mimi Casbah. Original. Dell (98,594)
*** Jane Brody's Good Food Book.** Jane Brody. Reprint. Bantam (97,000)
*** The Complete Hypercard Handbook.** Danny Goodman. Original. Bantam (97,000)
Think On. Robert Anthony. Original. Berkley (95,188)
Hammer. Armand Hammer. Reprint. Perigee/Putnam (95,000)
*** Garfield Food For Thought.** Jim Davis. Original. Ballantine (95,000)
*** Unlimited Power.** Anthony Robbins. Fawcett/Columbine (95,000)
MS-DOS User's Guide, 3rd Ed. Chris DeVoney. Original. Que Corp. (94,717)
*** America on Six Rubles a Day.** Yakov Smirnoff. Original. Vintage (91,728)
Anywhere but Here. Mona Simpson. Reprint. Vintage (91,191)
*** School Is Hell.** Matt Groening. Original. Pantheon (91,000)
Forgotten Realms™: Black Wizards. Douglas Niles. Original. TSR (90,000)
*** Controlling Lawn & Garden Insects.** Susan Roth, ed. Original. Ortho (90,000)
*** Garfield Swallows His Pride.** Jim Davis. Original. Ballantine (88,088)
Rubber Legs and White Tail-Hairs. Patrick F. McManus. Reprint. Owl (87,700)
The Courage to Heal. Ellen Bass and Laura Davis. Dual. Perennial Library/Harper & Row (87,451)
Childhood Is Hell. Matt Groening. Original. Pantheon (87,000)
Annuals, Perennials, & Bulbs. Better Homes & Gardens. Original. BH&G (86,385)
Lawns, Ground Cover, Vines. Better Homes & Gardens. Original. BH&G (85,178)
When Smart People Fail. Carol Hyatt and Linda Gottlieb. Reprint. Penguin (85,000)
Masques of Gold. Roberta Gellis. Original. Jove/Berkley (85,915)
Azure Bonds. Kate Novak and Jeff Grubb. Original. TSR (85,000)
Vegetables, Herbs, Fruits. Better Homes & Gardens. Original. BH&G (84,860)
Trees, Shrubs, & Roses. Better Homes and Gardens. Original. BH&G (84,857)
Reflections in the Light: Daily Thoughts & Affirmations. Shakti Gawain. Original. New World Library (81,000)
Healing the Shame That Binds You. John Bradshaw. Original. Health Communications (81,000)
Dear Abby on Planning Your Wedding. Abigail Van Buren. Original. Andrews & McMeel (81,000)
East of the Sun. Barbara Bickmore. Original. Ballantine (81,000)
Homes and Other Black Holes. Dave Barry. Original. Fawcett/Columbine (80,600)
Feel the Fear and Do It Anyway. Susan Jeffers. Reprint. Fawcett/Columbine (80,550)
*** The Christmas Book.** Karin Shakery, ed. Original. Ortho (80,000)
Still Life with Menu. Mollie Katzen. . Ten Speed Press (78,856)
Minding the Body Mending the Mind. Joan Borysenko. Original. Bantam (78,000)
*** Ultra Ripped ABS.** Robert Kennedy. Original. Sterling (77,787)

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KPRC-TV/**NBC** Affiliate
Nearly Noon • To Air: 2 weeks later
Houston Post • Interview

NEW ORLEANS-2/21
WDSU-TV/**NBC** Affiliate
Breakfast Edition • Live
The Times Picayune • Interview

CHARLOTTE-2/22
WBTV/**CBS** Affiliate
Top O' The Day
1st segment to air: 1st week of March
2nd segment to air: 1st week of April

NASHVILLE-2/23
WTVF-TV/**CBS** Affiliate
Talk of the Town
1st segment Live
2nd segment to air: April
Nashville Tennessean • Interview

CHICAGO-2/24
WBBM-TV/**CBS** Affiliate
New Day Chicago • To air: 2/25
Chicago Tribune • Interview

NEW YORK-2/27, 3/7
WABC-TV/**ABC**
Live with Regis & Kathie Lee
National Show
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BOSTON-3/5
WHDH Radio-50,000W
Upton Bell Show • Live: 60 minutes

ATLANTA-3/6
WXIA-TV/**NBC** Affiliate
Noonday • Live
Journal & Constitution • Interview

BOSTON-3/8
WCVB-TV/**ABC** Affiliate
Good Day Boston • Live
WSBK-TV/CABLE
AM Boston • Live
WBZ Radio
Peter Meade Show • Live: 60 minutes

TAMPA/ST. PETERSBURG-3/9
WTSP-TV/**ABC** Affiliate
Murphy in the Morning • Live

MIAMI-3/10
WLRN-TV/Independent
Something on 17 • Live

SAN FRANCISCO-3/20

LOS ANGELES-3/21
KABC-TV/**ABC** Affiliate
AM Los Angeles • Live

SAN DIEGO-3/22

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*** Golfing.** Henry Beard and Roy McKie. Original. Workman (77,000)
Heal Your Body. Louise L. Hay. Reprint. Hay House (76,172)
Going to Work. Lisa Birnbach. Original. Villard (75,642)
Crazy Creatures. Better Homes & Gardens. Original. BH&G (76,244)
Red River Story. Alfred Silver. Original. Ballantine (75,000)

50,000+

Cheese Recipes. Better Homes & Gardens. Original. BH&G (73,563)
It's a Special Day. Better Homes & Gardens. Original. BH&G (73,463)
Let's Pretend. Better Homes & Gardens. Original. BH&G (72,619)
*** Awesome Arms.** Robert Kennedy. Original. Sterling (72,101)
*** Free Stuff for Kids.** Free Stuff Editors. Revised. Meadowbrook (70,551)
Cooking A to Z. Jane Horn, ed. Original. Ortho (70,000)
Peter Spier's Christmas. Peter Spier. Reissue. Doubleday (69,851)
Sinkin Spells, Hot Flashes, Fits and Cravins. Ernie Mickler. Original. Ten Speed Press (68,783)
Jerry Graham's Bay Area Backroads. Jerry Graham and Catherine Graham. Original. Perennial Library/Harper & Row (68,322)
White Mischief. James Fox. Reprint. Vintage (67,710)
Talkin' About My G-G-Generation. G. B. Trudeau. Original. Owl (67,400)
Fish & Seafood. Better Homes & Gardens. Original. BH&G (66,938)
Look, Up, Up, Up. Better Homes & Gardens. Original. BH&G (65,385)
*** Recovery.** Herbert Kravitz and Julie D. Bowden. Original. Fireside/Simon & Schuster (65,000)
Childbirth & Marriage. Tracy Hotchner. Original. Avon (65,000)
Witness to a Century. George Seldes. Reprint. Ballantine (65,000)
U2: Rattle & Hum. Peter Williams and Steve Turner. Original. Crown (65,000)
John T. Molloy's New Dress for Success. John T. Molloy. Original. Warner (64,585)
To My Daughter with Love. Susan Polis Schutz. Reprint. Warner (63,644)
*** Skinwalkers.** Tony Hillerman. Reprint. Perennial Library/Harper & Row (62,875)
*** Dragonlance® Tales: Love and War.** Margaret Weis and Tracy Hickman, eds. Original. TSR (62,000)
Fast-Fixin-Diet. Better Homes & Gardens. Dual. BH&G (61,571)
Fantastic Book of Logic Puzzles. Muriel Mandell. Reprint. Sterling (61,407)
Outgrowing the Pain. Eliana Gil. Original. Dell (61,289)
Great Legs for Short Skirts. Cheryl Solomini. Original. NAL (61,000)
*** The Cat Postcard Book.** Running Press Staff, eds. Original. Running Press (60,000)
We're Eating More Beets! G. B. Trudeau. Original. Owl (60,800)
Growing a Business. Paul Hawkin. Reprint. Fireside/Simon & Schuster (60,000)
The New American Diet. Sonja L. Conner and William E. Conner. Reprint. Fireside/Simon & Schuster (60,000)
Songlines. Bruce Chatwin. Reprint. Penguin (60,000)
The Book of Stupid Questions. Tom Weller. Original. Warner (59,138)
Ronald Reagan Coloring Book. Mort Drucker and Paul Laikin. Original. Andrews & McMeel (59,000)
Housewise. Suanne Brangham. Reprint. Perennial Library/Simon & Schuster (58,218)
Unforgettable Fire: The Definitive Biography of U2. Eamon Dunphy. Reprint. Warner (58,172)
Easy Microwave Meals. Better Homes & Gardens. Original. BH&G (58,090)
Baseball Confidential. Bruce Nash and Allan Zullo. Original. Pocket (58,000)
An American Childhood. Annie Dillard. Reprint. Perennial Library/Harper & Row (57,518)
*** Making Children Mind.** Kevin Leman. Reprint. Dell (57,280)
Kovels' Antiques & Collectibles Price List, 21st Ed. Ralph and Terry Kovel. Original. Crown (57,000)
Greyhawk® Adventures: The Name of the Game. Rose Estes. Original. TSR (57,000)
More of the Straight Dope. Cecil Adams. Original. Ballantine (56,000)
What Every Baby Knows. T. Berry Brazelton. Reprint. Ballantine (56,000)
A Yellow Raft in Blue Water. Michael Dorris. Reprint. Warner (55,263)
Perestroika. Mikhail Gorbachev. Reprint. Perennial Library/Harper & Row (55,188)
Savory Sandwiches. Better Homes & Gardens. Original. BH&G (55,039)
A Cannibal in Manhattan. Tama Janowitz. Reprint. Pocket (55,000)
Crossing to Safety. Wallace Stegner. Reprint. Penguin (55,000)
*** Housebuilding.** R. J. De Cristoforo. Reprint. Sterling (54,459)
Managing Your Hard Disk, 2nd Ed. Don Berliner. Original. Que Corp. (54,181)
50+ —The Graedons' People's Pharmacy for Older Adults. Joe and Teresa Graedon. Original. Bantam (54,000)
Pushing 40. Lynn Johnston. Original. Andrews & McMeel (54,000)
Zero Calorie Desserts. Andy Meyer and Jim Becker. Original. Workman (53,000)
Gemstones. Christine Woodward & Roger Harding. Original. Sterling (53,000)
Roswell Legacy. Frances Patton Statham. Original. Fawcett/Columbine (53,000)
*** The Man Who Mistook His Wife for a Hat.** Oliver Sacks. Reprint. Perennial Library/Harper & Row (52,250)
Fast-Fixin-Kids Recipes. Better Homes & Gardens. Dual. BH&G (52,111)
Tom Noddy's Bubble Magic. Tom Noddy. Original. Running Press (52,000)
Hands of Light: A Guide to Healing Through the Human Energy Field. Barbara Brennan. Original. Bantam (52,000)
Woman in the Mists. Farley Mowatt. Reprint. Warner (51,961)
Crystal Woman. Lynn Andrews. Reprint. Warner (51,830)
The Bill James Historical Baseball Abstract. Bill James. Reprint. Villard (51,060)
Greyhawk® Adventures: The Demon Hand. Rose Estes. Original. TSR, Inc. (51,000)
Odyssey. John Sculley. Reprint. Perennial Library/Harper & Row (50,335)
I Think I Don't Remember. Art Buchwald. Reprint. Perigee/Putnam (50,000)
Fall From Grace. Shelley Ross. Original. Ballantine (50,000)
The Official Overstreet Comic Book Price Guide, 18th edition. Robert M. Overstreet. House of Collectibles/Ballantine (50,000)
Guide to Baby Products. Sandy Jones, Warner Freitag and the Editors of Consumer Reports Books. Original. Consumer Reports (50,000)
Why Do the Right Words Always Come Out of the Wrong Mouth? Cathy Guisewite. Original. Andrews & McMeel (50,000)
*** Wood Projects for the Garden.** Kate Rider, ed. Reprint. Ortho (50,000)

Crystals: What They Are & How To Grow Them. Marlene M. Robinson. Original. Running Press (50,000)
Start Collecting Stamps. Samuel Grossman. Original. Running Press (50,000)
Start Collecting Fossils. Ted Daeschler. Original. Running Press (50,000)
* **Choices: Realistic Alternatives in Cancer Treatment.** Marion Morra and Eve Potts. Original. Avon (50,000)
Star Trek Interview Book. Allan Asherman. Original. Pocket (50,000)

Mass Market Paperbacks

The following is a listing of those mass market titles published in 1987 or 1988 whose 1988 in-print figures exceeded one million copies. Figures represent publishers' claims of copies in print and, as such, do not indicate how well the books sold.

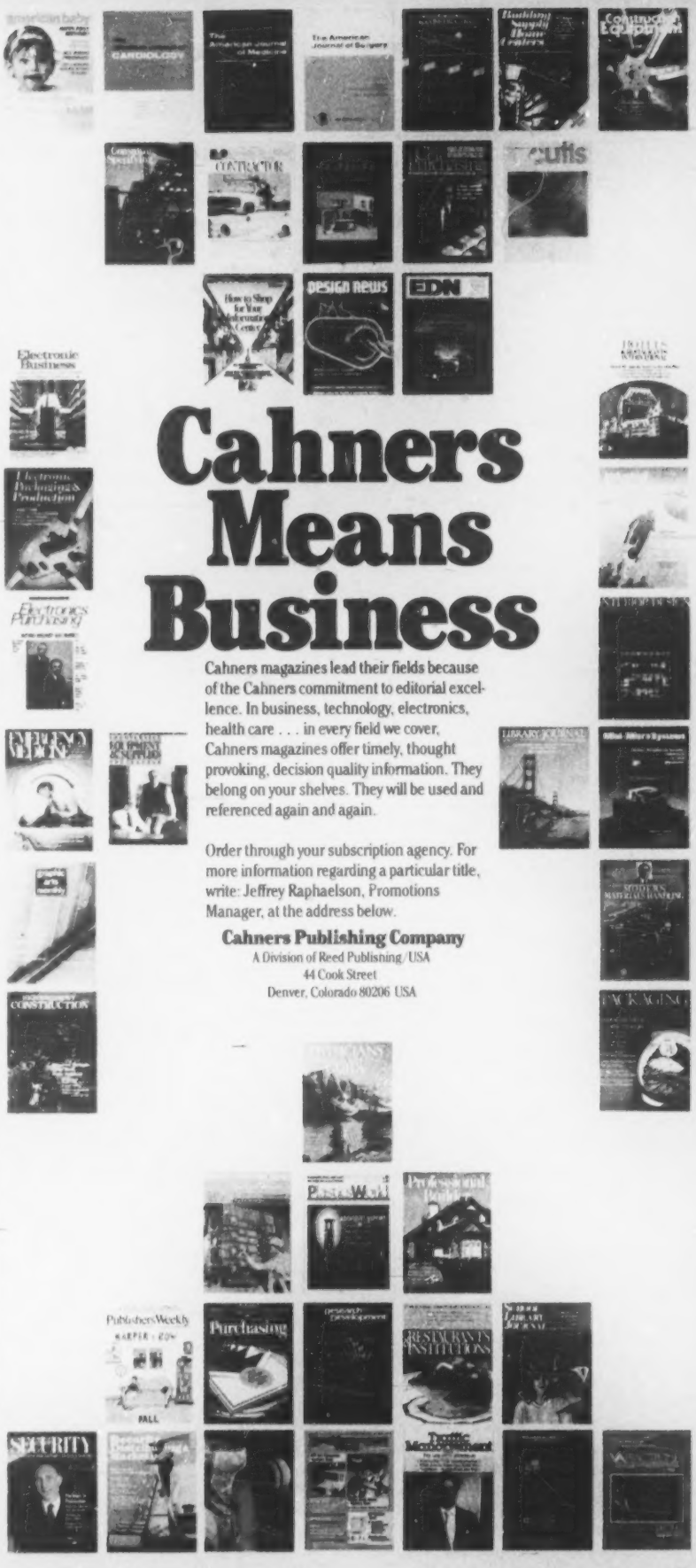
Note: Titles marked with an asterisk were issued in 1987; the numbers that follow these titles reflect the number of copies in print at the end of 1988, even though in most cases the bulk of these sales were in 1987.

4 Million

* **Windmills of the Gods.** Sidney Sheldon. Reprint. Warner (4,446,311)
Fine Things. Danielle Steel. Reprint. Dell (4,240,000)
Presumed Innocent. Scott Turow. Reprint. Warner (4,003,535)

3 Million+

* **Wanderlust.** Danielle Steel. Reprint. Dell (3,900,000)
Kaleidoscope. Danielle Steel. Reprint. Dell (3,750,000)
* **Red Storm Rising.** Tom Clancy. Reprint. Berkley (3,661,000)
* **Garden of Shadows.** V. C. Andrews. Original. Pocket (3,550,000)
* **It.** Stephen King. Reprint. NAL (3,305,000)
Patriot Games. Tom Clancy. Reprint. Berkley (3,247,600)
Fallen Hearts. V. C. Andrews. Original. Pocket (3,200,000)
Misery. Stephen King. Reprint. NAL (3,100,000)
Tommyknockers. Stephen King. Reprint. NAL (3,100,000)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Almanacs, Atlases and Annuals

The Arthur Young Tax Guide 1989. Peter W. Bernstein, ed. Ballantine (472,577)
*** Woodall's Campground Director (1988 ed.).** Woodall (450,000)
The 1989 Information Please Almanac. Original. Houghton Mifflin (442,353)
The Arthur Andersen Tax Guide & Planner 1989. AA & Co. Putnam (420,000)
Consumer Reports 1988 Buying Guide Issue. The Editors of *Consumer Reports*. Consumer Reports (370,000)
World Almanac & Book of Facts—1989. Mark Hoffman, ed. Pharos (360,000)
What Color Is Your Parachute? 1988. Richard Bolles. Ten Speed Press (319,455)
The Official 1989 Price Guide to Baseball Cards, 8th edition. James Beckett. House of Collectibles/Bal-lantine (270,000)
Guide to Income Tax Preparatiopn. Esanu, Dickman, Zuckerman, Pollet and the Editors of Consumer Reports Books. Consumer Reports (250,000)
*** World Almanac & Book of Facts—1988.** Mark Hoffman, ed. Pharos (150,000)
1989 H & R Block Income Tax Guide and Workbook. H & R Block. Macmillan (145,880)
Bill James Baseball Abstract 1988. Bill James. Ballantine (144,000)
Let's Go Europe 1988. Harvard Student Agencies. St. Martin's (136,890)
The Official 1989 Blackbook Price Guide to U.S. Coins, 27th Edition. Marc Hudgeons, ed. House of Collectibles/Ballantine (136,000)
Birnbaum's Walt Disney World 1989. Stephen Birnbaum. Houghton Mifflin (110,049)
*** Birnbaum's Walt Disney World 1988.** Stephen Birnbaum. Houghton Mifflin (97,454)
Ten SATS. College Board. Biannual. Macmillan (94,417)
Automobile Book 1989. Consumer Guide. NAL (85,000)
The Princeton Review—Cracking the System: The SAT—1989 Edition. Adam Robinson and John Katzman. Villard (80,887)
Let's Go USA 1988. Harvard Student Agencies. St. Martin's (66,980)
Roger Ebert's Movie Home Companion, 1989 Edition. Roger Ebert. Andrews & McMeel (60,000)
The Official 1989 Price Guide to Football Cards, 8th Edition. James Beckett. House of Collectibles/Bal-lantine (59,000)
Garrett Wade Woodworking Tools Catalog 1989. Garrett Wade. Sterling (54,136)
The Official 1989 Blackbook Price Guide to U.S. Postage Stamps, 11th Ed. Marc Hudgeons, ed., Original. House of Collectibles/ Ballantine (52,000)
Who's in Charge Here? 1988. Gerald Gardner. Bantam (51,000)
1988 Elias Baseball Analyst. Seymour Siwoff, Steve Hirdt, Peter Hirdt and Tom Hirdt. Macmillan (50,812)
Insider's Guide to the Colleges 1988. Staff of the *Yale Daily News*. St. Martin's (50,100)

2 Million+

*** Eyes of the Dragon.** Stephen King. Reprint. NAL (2,900,000)
*** Hollywood Husbands.** Jackie Collins. Reprint. Pocket (2,550,000)
*** Fit for Life.** Harvey & Marilyn Diamond. Reprint. Warner (2,273,270)
Weep No More, My Lady. Mary Higgins Clark. Reprint. Dell (2,240,000)
The Bonfire of the Vanities. Tom Wolfe. Reprint. Bantam (2,163,000)
*** Whirlwind.** James Clavell. Reprint. Avon (2,100,000)
Timothy Files. Lawrence Sanders. Reprint. Berkley (2,036,500)
Heiress. Janet Dailey. Reprint. Fawcett/Gold Medal (2,000,000)
*** The Storyteller.** Harold Robbins. Reprint. Pocket (2,000,000)

1.5 Million+

Communion. Whitley Strieber. Reprint. Avon (1,976,000)
The Haunted Mesa. Louis L'Amour. Reprint. Bantam (1,930,000)
*** Eighth Commandment.** Lawrence Sanders. Reprint. Berkley (1,900,000)
Bound By Desire. Rosemary Rogers. Original. Avon (1,842,000)
Heaven and Hell. John Jakes. Reprint. Dell (1,800,000)
Destiny. Sally Beauman. Reprint. Bantam (1,785,000)
Time Flies. Bill Cosby. Reprint. Bantam (1,735,000)
Family—The Ties That Bind . . . and Gag. Erma Bombeck. Reprint. Fawcett/Crest (1,700,000)
*** Private Affairs.** Judith Michael. Reprint. Pocket (1,700,000)
Legacy. James Michener. Reprint. Fawcett/Crest (1,700,000)
Outbreak. Robin Cook. Reprint. Berkley (1,606,500)
Spycatcher. Peter Wright. Reprint. Dell (1,600,000)
*** The Golden Cup.** Belva Plain. Reprint. Dell (1,575,000)
*** Through a Glass Darkly.** Karleen Koen. Reprint. Avon (1,560,000)
Treasure. Clive Cussler. Reprint. Pocket (1,550,000)
*** A Matter of Honor.** Jeffrey Archer. Reprint. Pocket (1,550,000)
*** The Fight of the Intruder.** Stephen Coonts. Reprint. Pocket (1,550,000)
The Sisters. Pat Booth. Reprint. Ballantine (1,500,000)
It's All in the Playing. Shirley MacLaine. Reprint. Bantam (1,512,000)
*** Caper.** Lawrence Sanders. Reprint. Berkley (1,500,000)
Watchers. Dean R. Koontz. Reprint. Berkley (1,500,000)
*** The Good Mother.** Sue Miller. Reprint. Dell (1,500,000)
Texasville. Larry McMurtry. Reprint. Pocket (1,500,000)

1 Million+

The Unloved. John Saul. Original. Bantam (1,498,000)
First Born. Doris Mortman. Reprint. Bantam (1,461,000)
*** Angels of September.** Andrew M. Greeley. Reprint. Warner (1,450,152)
*** Dreams Are Not Enough.** Jacqueline Briskin. Reprint. Berkley (1,408,000)
*** Barrier Island.** John D. MacDonald. Reprint. Fawcett/Crest (1,400,000)
Glittering Images. Susan Howatch. Reprint. Fawcett/Crest (1,400,000)
Ladies of Missalonghi. Colleen McCullough. Reprint. Avon (1,398,000)
Her Mother's Daughter. Marilyn French. Reprint. Ballantine (1,380,000)
*** Patience of a Saint.** Andrew M. Greeley. Reprint. Warner (1,371,826)
Tender Rebel. Johanna Lindsey. Original. Avon (1,366,000)
*** The Great Alone.** Janet Dailey. Re-

print. Pocket (1,350,000)
Hot Flashes. Barbara Raskin. Reprint. St. Martin's (1,350,000)
* **Night of the Fox.** Jack Higgins. Reprint. Pocket (1,350,000)
Sphere. Michael Crichton. Reprint. Ballantine (1,310,000)
Team Yankee. Harold Coyle. Reprint. Berkley (1,300,000)
War and Remembrance. Herman Wouk. TV tie-in. Pocket (1,300,000)
Silver Angel. Johanna Lindsey. Original. Avon (1,300,000)
* **The Immigrant's Daughter.** Howard Fast. Reprint. Dell (1,300,000)
The Mask. Dean R. Koontz. Original. Berkley (1,300,000)
Lonigan. Louis L'Amour. Original. Bantam (1,260,000)
* **Joanna's Husband and David's Wife.** Elizabeth Forsythe. Reprint. Dell (1,250,000)
* **Dream Lover.** Lawrence Sanders. Original. Berkley (1,250,000)
* **Jaws—The Revenge.** Hank Searls. Original. Berkley (1,250,000)
* **Seasons of the Heart.** Cynthia Freeman. Reprint. Berkley (1,250,000)
* **Twilight Eyes.** Dean R. Koontz. Original. Berkley (1,250,000)
Rite of Spring. Andrew M. Greeley. Reprint. Warner (1,212,126)
* **Hearts Aflame.** Johanna Lindsey. Original. Avon (1,210,000)
Over the Edge. Jonathan Kellerman. Reprint. NAL (1,200,000)
Small Sacrifices. Ann Rule. Reprint. NAL (1,200,000)
* **Herbs and Apples.** Helen Hooven Santmeyer. Reprint. St. Martin's (1,200,000)
* **Blood Test.** Jonathan Kellerman. Reprint. NAL (1,200,000)
* **The Handmaid's Tale.** Margaret Atwood. Reprint. Fawcett/Crest (1,200,000)
* **Regrets Only.** Sally Quinn. Reprint. Ballantine (1,200,000)
Call Me Anna: The Autobiography of Patty Duke. Patty Duke and Kenneth Turan. Reprint. Bantam (1,193,000)
* **Secret Fire.** Johanna Lindsey. Original. Avon (1,184,000)
* **James Herriot s Dog Stories.** James Herriot. Reprint. St. Martin's (1,175,000)
'Till the Real Thing Comes Along. Iris Rainer Dart. Reprint. Bantam (1,170,000)
* **When All You've Ever Wanted Isn't Enough.** Harold Kushner. Reprint. Pocket (1,150,000)
The Celestial Bed. Irving Wallace. Reprint. Dell (1,135,000)
Favorite Son. Steve Sohmer. Reprint. Bantam (1,130,000)
Brotherhood of War Vol: VII: The New Breed. W.E.B. Griffin. Reprint. Jove/Berkley (1,125,000)
Shan. Eric Lustbader. Reprint. Fawcett/Crest (1,110,000)
Willow. Wayland Drew. Original. Del Rey (1,108,000)
* **Taming A Sea-Horse.** Robert B. Parker. Reprint. Dell (1,100,000)
Pale Kings and Princes. Robert B. Parker. Reprint. Dell (1,100,000)
* **Wiseguy.** Nicholas Pileggi. Reprint. Pocket (1,100,000)
Murder in the CIA. Margaret Truman. Reprint. Fawcett/Crest (1,100,000)
Veil. Bob Woodward. Reprint. Pocket (1,100,000)
Flight of the Old Dog. Dale Brown. Reprint. Berkley (1,100,000)
Bolt. Dick Francis. Reprint. Fawcett/Crest (1,100,000)
Bandits. Elmore Leonard. Reprint. Warner (1,091,498)
Southern Family. Gail Godwin. Reprint. Avon (1,075,000)
* **Texas.** James Michener. Reprint. Fawcett/Crest (1,075,000)
Sarum. Edward Rutherfurd. Reprint. Ivy/Ballantine (1,060,000)
* **Break In.** Dick Francis. Reprint. Fawcett/Crest (1,056,000)
Savages. Shirley Conran. Reprint. Pocket (1,050,000)
* **Perfume.** Patrick Suskind. Reprint. Pocket (1,050,000)
* **To Taste the Wine.** Fern Michaels. Original. Ballantine (1,040,000)
Vows. Lavyrle Spencer. Original. Jove/Berkley (1,020,000)
* **Stallion Gate.** Martin Cruz Smith. Reprint. Ballantine (1,016,000)
Omamori. Richard McGill. Reprint. Bantam (1,010,000)
Empire. Gore Vidal. Reprint. Ballantine (1,000,000)
* **London Match.** Len Deighton. Reprint. Ballantine (1,000,000)
Santorini. Alistair MacLean. Reprint. Fawcett/Crest (1,000,000)
* **Mayflower Madam.** Sydney Biddle Barrows. Reprint. Ivy/Ballantine (1,000,000)
Damnation Game. Clive Barker. Reprint. Charter/Berkley (1,000,000)
The Invaders Plan (Mission Earth Vol. 1). L. Ron Hubbard. Reprint. Bridge (1,000,000)

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Title Output and Prices

Most categories hold steady in title production and prices

BY CHANDLER B. GRANNIS

American book title output in 1988 (Tables 1–5), according to preliminary figures from R. R. Bowker Co. sources, suggest that final totals will be somewhere near those of 1987 (*PW*, Oct. 7, 1988). In 1987, an overall total of 56,027 titles in all areas and formats was tallied, which marked an increase of more than 3000 over the 1986 total and was a record up to that time. So far in 1988, a possible decrease in mass market paperback titles is indicated, which may turn out to affect the final overall total. (The final compilation of 1988 data should be ready for publication by late summer.)

There are few surprises among the categories (Table 1), except that the extreme volatility in the travel book market is indicated by the fact that the preliminary total of new editions for 1988 already eclipses the final total for 1987—a sure indicator of a record year. A similar result can be seen in new editions of business books.

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1986 ALL HARD & PAPER	1987 FINAL HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER	1988 PRELIMINARY HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER
Agriculture	564	548	97	645	652	488	85	573	575
Art	1,697	1,460	226	1,686	1,693	1,157	166	1,323	1,338
Biography	2,152	1,903	292	2,195	2,259	1,674	253	1,927	1,994
Business	1,604	1,088	346	1,434	1,462	993	370	1,363	1,375
Education	1,029	906	161	1,067	1,081	830	134	964	979
Fiction	5,578	3,264	402	3,666	6,298	2,953	253	3,206	5,144
General Works	2,484	2,232	307	2,539	2,620	1,741	290	2,031	2,083
History	2,471	2,310	544	2,854	2,882	2,117	410	2,527	2,550
Home Economics	1,103	930	136	1,066	1,168	733	123	856	929
Juveniles	4,516	4,000	278	4,278	4,642	3,699	206	3,905	4,212
Language	668	544	103	647	699	434	88	522	534
Law	1,385	1,149	392	1,541	1,544	820	305	1,125	1,129
Literature	2,145	2,024	293	2,317	2,358	1,717	231	1,948	1,982
Medicine	3,445	3,281	668	3,949	3,995	2,761	577	3,338	3,376
Music	356	283	66	349	352	222	50	272	273
Philosophy, Psychology	1,669	1,424	282	1,706	1,845	1,352	209	1,561	1,656
Poetry, Drama	1,278	1,141	80	1,221	1,236	979	81	1,060	1,106
Religion	2,788	2,474	360	2,834	2,850	2,004	287	2,291	2,306
Science	3,360	3,046	607	3,653	3,658	2,575	535	3,110	3,118
Sociology, Economics	7,912	6,987	1,049	8,036	8,115	6,180	878	7,058	7,119
Sports, Recreation	1,192	901	184	1,085	1,263	702	107	809	941
Technology	2,698	2,259	468	2,727	2,756	1,813	375	2,188	2,216
Travel	543	484	132	616	629	400	137	537	554
Total	52,637	44,638	7,473	52,111	56,027	38,344	6,150	44,494	47,489

NOTE: Figures for mass market paperbound book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1986 TOTALS	1987 FINAL NEW BOOKS	NEW ED'NS	TOTALS	1988 PRELIMINARY NEW BOOKS	NEW ED'NS	TOTALS
Fiction	431	295	87	382	269	112	381
Nonfiction	15,502	13,463	2,855	16,318	11,470	2,526	13,996
Total	15,933	13,758	2,942	16,700	11,739	2,638	14,377

Among translations (Table 5), books translated from the French, which surpassed translations from German in 1984, seem to be drawing ahead solidly, with Russian continuing to gain in third place.

Average 1988 prices that Bowker has now recorded (Tables A–C) appear to have changed little except among mass market paperbacks, where the preliminary 1988 average is 14% over the final 1987 figure. Worthy of note is that, at least in these preliminary figures, the average trade paperback price seems to have leveled out after actually declining between 1986 and 1987. Science and technology titles, closely followed by medicine, remain the highest priced among the various categories.

Table D, based on manual counting of books advertised in *PW* Fall Announcements issues, shows only one noteworthy change between 1988 and the previous year, a 12.9% rise in the median price of hardcover novels.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers as follows:

Agriculture, 630–639, 712–719; Art, 700–711, 720–779; Biography, 920–929, B; Business, 650–659; Education, 370–379; Fiction; General Works, 000–099; History, 900–909, 930–999; Home Economics, 640–649; Juveniles; Language, 400–499; Law, 340–349; Literature 800–810, 813–820, 823–899; Medicine, 610–619; Music, 780–789; Philosophy, Psychology, 100–199; Poetry, Drama, 811, 812, 821, 822; Religion, 200–299; Science, 500–599; Sociology, Economics, 300–339, 350–369, 380–399; Sports, Recreation, 790–799; Technology, 600–609, 620–629, 660–699; Travel, 910–919.

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1986 FIN.	1987 FIN.	1988 PREL.
Agriculture	6	7	2
Art	3	7	15
Biography	76	64	67
Business	31	28	12
Education	20	14	15
Fiction	2,424	2,632	1,938
General Works	61	81	52
History	33	28	23
Home Econ.	97	102	73
Juveniles	461	364	307
Language	17	22	12
Law	4	3	4
Literature	35	41	34
Medicine	43	46	38
Music	10	3	1
Philosophy, Psychology	82	139	95
Poetry, Drama	27	15	46
Religion	25	16	15
Science	14	5	8
Sociology, Economics	55	79	61
Sports, Recreation	160	178	132
Technology	36	29	28
Travel	10	13	17
Total	3,730	3,916	2,995

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1986 TOTALS	1987 FINAL BOOKS	1987 FINAL ED'NS	1987 FINAL TOTALS	1988 PRELIMINARY BOOKS	1988 PRELIMINARY ED'NS	1988 PRELIMINARY TOTALS
Agriculture	124	116	19	135	95	19	114
Art	168	117	11	128	102	7	109
Biography	188	152	21	173	154	9	163
Business	159	128	26	154	140	33	173
Education	220	263	13	276	193	15	208
Fiction	247	219	72	291	197	59	256
General Works	346	348	34	382	267	27	294
History	384	411	71	482	378	56	434
Home Econ.	42	32	7	39	26	2	28
Juveniles	112	104	5	109	75	2	77
Language	334	180	21	201	165	20	185
Law	190	179	46	225	140	29	169
Literature	261	277	18	295	259	27	286
Medicine	665	693	64	757	542	57	599
Music	60	59	7	66	56	5	61
Philosophy, Psychology	263	306	25	331	305	15	320
Poetry, Drama	216	168	12	180	150	33	183
Religion	141	139	24	163	126	13	139
Science	1,214	1,154	148	1,302	980	119	1,099
Sociology, Economics	1,635	1,617	119	1,736	1,397	122	1,519
Sports, Recreation	110	86	11	97	61	9	70
Technology	618	586	65	651	489	60	549
Travel	46	45	11	56	37	5	42
Total	7,749	7,379	850	8,229	6,334	743	7,077

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1984 Final	16	27	27	38	10	355	425	28	97	64	42	4	181	97	21	10	N/A	1,466
1985 Final	8	27	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,412
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,791
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,908
1988 Prel.	27	29	21	42	4	495	428	38	112	85	36	11	204	112	42	8	N/A	1,634

NOTE: "Total" covers only the languages listed here.

1988: The Year in Summary

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES*

CATEGORY	1977	1986		1987		1988 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$16.24	391	$39.26	423	$46.24	377	$18,418.91	$48.85
Art	21.24	996	35.41	1,004	37.71	816	32,506.23	39.83
Biography	15.34	1,446	22.96	1,542	25.04	1,369	35,327.60	25.80
Business	18.00	1,115	30.72	1,032	33.31	966	36,321.44	37.59
Education	12.95	559	26.11	669	31.58	549	18,400.23	33.51
Fiction	10.09	2,212	16.84	2,499	18.19	1,992	35,544.73	17.84
General Works	30.99	1,511	38.97	1,623	43.81	1,250	61,609.44	49.28
History	17.12	1,598	28.44	1,954	31.74	1,722	57,226.88	33.24
Home Economics	11.16	532	18.97	558	20.13	411	8,864.43	21.56
Juveniles	6.65	3,066	10.64	3,162	11.48	3,003	35,802.31	11.92
Language	14.96	351	32.80	361	37.80	298	11,657.93	39.12
Law	25.04	958	49.20	1,097	49.65	812	40,549.15	49.93
Literature	15.78	1,359	25.73	1,537	28.70	1,310	40,364.20	30.81
Medicine	24.00	2,643	49.99	3,065	57.68	2,565	165,933.49	64.69
Music	20.13	222	32.59	224	35.82	177	6,507.03	36.76
Philosophy, Psychology	14.43	991	29.65	1,090	33.32	950	33,347.24	35.10
Poetry, Drama	13.63	617	25.11	699	28.46	586	15,935.55	27.19
Religion	12.26	1,171	21.60	1,226	24.51	1,003	26,978.99	26.89
Science	24.88	2,559	55.65	2,815	62.16	2,455	163,165.31	66.46
Sociology, Economics	29.88	5,043	30.34	5,393	34.38	4,791	174,568.61	36.43
Sports, Recreation	12.28	573	23.25	586	23.96	438	11,192.75	25.55
Technology	23.61	1,904	55.00	1,988	60.24	1,635	103,471.03	63.28
Travel	18.44	218	24.32	227	28.07	179	4,786.46	26.74
Total	$19.22	32,035	$32.43	34,774	$36.28	29,654	$1,138,499.94	$38.39

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1985	1986		1987		1988 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$29.99	356	$31.89	363	$32.44	300	$ 9,614.61	$32.04
Art	30.05	961	31.63	959	33.07	773	26,092.23	33.75
Biography	20.81	1,431	21.66	1,514	22.75	1,347	32,092.15	23.82
Business	27.27	1,088	28.44	1,007	30.48	925	30,736.69	33.22
Education	24.02	556	25.75	654	29.37	539	17,193.23	31.89
Fiction	15.24	2,197	15.89	2,470	17.02	1,989	35,194.73	17.69
General Works	29.05	1,441	31.86	1,518	34.22	1,139	41,435.54	36.37
History	25.41	1,578	27.04	1,906	29.58	1,684	51,640.48	30.66
Home Economics	17.11	528	18.41	554	19.23	410	8,749.43	21.34
Juveniles	9.95	3,062	10.47	3,157	11.29	3,001	35,628.66	11.87
Language	27.61	340	30.24	345	33.26	284	10,062.03	35.42
Law	35.87	863	37.28	953	37.40	704	26,609.90	37.79
Literature	23.46	1,346	24.63	1,515	28.97	1,292	37,824.70	29.27
Medicine	36.29	2,235	37.34	2,405	38.33	1,832	74,037.56	40.41
Music	27.72	217	26.30	216	31.92	173	5,988.08	34.61
Philosophy, Psychology	27.34	980	28.48	1,062	31.48	916	29,862.64	32.60
Poetry, Drama	20.90	610	22.82	679	24.99	577	14,975.55	25.95
Religion	18.88	1,162	20.08	1,210	23.09	994	25,986.64	26.14
Science	40.06	2,122	40.96	2,186	43.02	1,765	76,014.66	43.06
Sociology, Economics	27.91	4,978	28.89	5,266	31.65	4,650	155,960.40	33.53
Sports, Recreation	21.36	571	21.77	582	23.32	438	11,192.75	25.55
Technology	38.60	1,630	39.88	1,622	41.68	1,259	53,646.86	42.61
Travel	22.07	216	23.74	221	24.45	177	4,446.46	25.12
Total	$26.57	30,468	$27.15	32,364	$28.96	27,168	$814,985.98	$29.99

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1986	1987		1988 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 6.04	6	$ 3.56	2	$ 8.45	$ 4.23
Art	9.80	7	12.38	15	150.24	10.02
Biography	5.15	62	5.10	67	416.35	6.21
Business	7.73	28	6.39	12	92.00	7.67
Education	7.28	14	5.99	15	107.80	7.19
Fiction	3.46	2,571	3.59	1,938	7,747.56	4.00
General Works	5.07	80	5.40	52	355.80	6.85
History	5.17	28	4.90	23	163.05	7.09
Home Economics	6.23	99	6.69	73	480.70	6.59
Juveniles	2.71	363	2.80	307	963.90	3.14
Language	5.28	22	4.94	12	79.50	6.63
Law	3.98	3	3.98	4	18.35	4.59
Literature	4.92	40	4.50	34	183.95	5.41
Medicine	7.18	46	6.28	38	264.75	6.97
Music	4.21	3	7.45	1	7.95	7.95
Philosophy, Psychology	5.07	137	4.96	95	576.05	6.06
Poetry, Drama	5.76	13	5.05	46	184.90	4.02
Religion	3.84	16	3.71	15	72.00	4.80
Science	5.91	5	4.55	8	44.15	5.52
Sociology, Economics	5.32	78	5.63	61	343.60	5.63
Sports, Recreation	4.09	175	4.97	132	780.25	5.91
Technology	12.08	29	11.52	28	493.15	17.61
Travel	5.02	13	7.15	17	185.15	10.89
Total	$3.86	3,838	$4.00	2,995	$13,719.60	$4.58

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1986		1987		1988 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 5.01	149	$13.22	190	$14.21	169	$ 2,879.21	$17.03
Art	6.27	641	15.46	640	15.21	487	7,471.88	15.34
Biography	4.91	591	11.32	608	10.18	529	5,882.44	11.11
Business	7.09	421	18.56	376	17.53	376	6,808.59	18.10
Education	5.72	412	14.01	376	18.29	402	6,032.72	15.00
Fiction	4.20	897	8.64	1,124	9.26	1,171	11,999.71	10.24
General Works	6.18	828	28.44	871	21.57	737	17,385.51	23.58
History	5.81	766	14.55	843	13.51	769	10,514.41	13.67
Home Economics	4.77	450	9.96	491	10.26	431	5,022.27	11.65
Juveniles	2.68	906	5.71	1,024	11.66	829	5,018.07	6.05
Language	7.79	287	14.31	270	14.15	212	3,231.02	15.24
Law	10.66	364	17.46	384	22.02	286	7,029.71	24.57
Literature	5.18	712	13.19	730	12.53	610	7,950.76	13.03
Medicine	7.63	692	19.34	838	17.74	738	14,066.70	19.06
Music	6.36	117	13.67	117	13.29	90	1,251.40	13.90
Philosophy, Psychology	5.57	564	13.36	588	12.96	580	7,682.18	13.24
Poetry, Drama	4.71	596	10.02	500	9.33	458	4,688.60	10.23
Religion	3.68	1,525	9.26	1,576	9.24	1,257	12,714.41	10.11
Science	8.81	707	23.27	762	22.04	602	13,570.27	22.54
Sociology, Economics	6.03	2,597	16.76	2,490	15.79	2,140	35,330.72	16.50
Sports, Recreation	4.87	430	11.49	476	11.51	364	4,443.82	12.20
Technology	7.97	682	25.55	688	25.69	523	11,958.54	22.86
Travel	5.21	299	10.91	377	10.99	351	4,042.45	11.51
Total	$5.93	15,633	$14.86	16,339	$14.55	14,111	$206,975.39	$14.66

TABLE D

THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.	BIOGRAPHY*	AVG.	MED.	HISTORY***	AVG.	MED.
1988—209 vols./39 pubs.	$18.48	$18.95	1988—132 vols./55 pubs.	$25.29	$22.50	1988—154 vols./68 pubs.	$27.17	$24.95
1987—198 vols./42 pubs.	$17.90	$16.95	1987—115 vols./64 pubs.	$25.30	$19.95	1987—182 vols./66 pubs.	$27.05	$24.95
1986—305 vols./53 pubs.	$17.13	$16.95	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00
1984—172 vols./42 pubs.	$16.46	$15.95	1984—134 vols./60 pubs.	$21.75	$18.95	1984—149 vols./79 pubs.	$24.77	$22.50
1983—214 vols./42 pubs.	$15.27	$14.95	1983—150 vols./62 pubs.	$20.74	$18.50	1983—172 vols./51 pubs.	$21.90	$20.00
1982—177 vols./41 pubs.	$14.75	$14.95	1982—140 vols./62 pubs.	$20.43	$18.95	1982—152 vols./64 pubs.	$22.88	$19.50

*Not Mystery, Western, SF, Light Romances **Includes Letters, Diaries, Memoirs ***Not ARt Books

THE DESSAUER REPORT

BY JOHN P. DESSAUER

1988 Sales Finish Strongly

Although Adult Trade Hardbound books took a nosedive toward the end, and Book Club sales were further weakened, industry sales as a whole ended the year with healthy gains in both dollars and units. The increases were widely distributed, furthermore, with Mass Market Paperbacks continuing an improved unit performance, Mail Order Publications finally recovering, and Professional and College Textbooks contributing impressively to the total. The fourth-quarter collapse of Adult Hardbounds was a surprise; the AAP sample reported only a 1.8% dollar gain in this category for the year. However, the solid performance of small presses made a difference in this and other brackets again this year, particularly in the sales by independent bookstores.

Independents bookstores also contributed significantly to the General Retailer results, and College Stores benefited from improved textbook sales. In all, the industry had not posted as sustained a record of improvement as that of 1987–88, since 1980–81. The outlook for 1989, therefore, appears bright.

To close on a personal note, this is my last estimate in this series, as I am retiring after eighteen years as a *PW* contributing editor. It has been a privilege for me to serve *PW*'s readership, to whom I warmly wish future good fortune and success. □

ESTIMATED PUBLISHERS' NET BOOK SALES—FOURTH QUARTER 1988

Millions of Dollars and Units

	Oct.–Dec. 1988		Oct.–Dec. 1987		Percent Change		Jan.–Dec. 1988		Jan.–Dec. 1987		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
Trade	1,229.4	263.86	1,104.6	240.54	11.3	9.7	3,973.6	851.60	3,537.6	767.67	12.3	10.9
Adult Hardbound	664.4	93.79	634.8	93.06	4.7	0.8	2,009.3	281.39	1,911.8	277.98	5.1	1.2
Adult Paperbound	318.5	72.35	261.0	63.56	22.0	13.7	1,145.7	259.93	946.8	230.59	21.0	12.7
Juvenile Hardbound	166.4	56.09	137.5	42.46	21.1	32.1	544.6	166.08	456.9	128.70	19.2	29.0
Juvenile Paperbound	80.1	41.73	71.4	41.47	12.2	0.6	274.1	144.20	222.1	130.40	23.4	10.6
Religious	238.3	39.45	216.1	39.76	10.3	(0.8)	765.2	132.20	720.3	137.96	6.2	(4.2)
Hardbound	171.6	17.95	153.6	17.87	11.8	(0.4)	547.2	59.79	511.9	62.56	6.9	(4.4)
Paperbound	66.7	21.50	62.5	21.89	6.7	(1.8)	218.0	72.41	208.4	75.40	4.6	(4.0)
Professional	890.1	59.21	802.2	54.40	11.0	8.8)	2,964.5	200.21	2,720.6	187.38	9.0	6.8
Hardbound	578.0	18.52	525.9	17.61	9.9	(5.2)	1,924.5	62.57	1,783.6	60.63	7.9	3.2
Paperbound	312.2	40.69	276.3	36.79	13.0	10.6	1,040.1	137.65	937.0	126.75	11.0	8.6
Book Club	157.4	23.63	161.4	25.12	(2.5)	(5.9)	645.7	98.49	645.7	103.56	0.0	(4.9)
Hardbound	131.2	9.25	135.1	9.97	(2.9)	(7.2)	540.8	39.24	540.2	41.10	0.1	(4.5)
Paperbound	26.2	14.37	26.4	15.15	(0.6)	(5.1)	104.9	59.25	105.4	62.46	0.5	(5.1)
Mail Order Publications	141.2	26.63	123.9	24.39	13.9	9.2	642.4	124.10	587.2	118.49	9.4	4.7
Mass Market Paperbacks	247.2	138.10	223.1	136.01	10.8	(1.5)	1,115.3	656.06	1,013.9	607.24	10.0	8.0
University Presses	40.0	2.96	34.7	2.89	15.0	2.5	134.3	10.17	120.6	10.42	11.4	2.4
Hardbound	27.8	1.10	24.4	1.09	14.0	0.5	96.8	4.06	87.0	4.17	11.3	2.7
Paperbound	12.2	1.87	10.4	1.80	17.4	3.8	37.5	6.11	33.6	6.25	11.5	2.2
Elhi Text	221.3	25.66	210.5	26.69	5.1	(3.9)	1,770.2	210.08	1,684.3	219.08	5.1	(4.1)
Hardbound	125.4	9.97	120.3	10.44	4.2	(4.5)	1,002.6	82.18	962.1	86.31	4.2	(4.8)
Paperbound	96.0	15.69	90.3	16.25	6.3	(3.5)	767.7	127.90	772.2	132.77	6.3	(3.7)
College Text	573.1	42.06	509.4	37.35	12.5	12.6	1,868.1	134.50	1,679.3	123.52	11.2	8.9
Hardbound	488.1	29.14	431.6	25.35	13.1	15.0	1,592.2	92.95	1,422.9	84.32	11.9	10.2
Paperbound	85.0	12.92	77.8	12.00	9.3	(7.6)	275.9	41.55	256.4	39.20	7.6	(6.0)
Subscription Ref.	61.3	0.14	61.2	0.15	0.2	(4.7)	216.9	0.51	216.2	0.53	0.3	(4.7)
Total	**3,799.4**	**621.70**	**3,447.2**	**587.31**	**10.2**	**5.9**	**14,096.2**	**2,417.90**	**12,925.7**	**2,275.85**	**9.1**	**6.2**

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—FOURTH QUARTER 1988

Millions of Dollars and Units

	Oct.–Dec. 1988		Oct.–Dec. 1987		Percent Change		Jan.–Dec. 1988		Jan.–Dec. 1987		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
General Retailers	2,718.7	420.84	2,429.8	395.08	11.9	6.5	8,456.2	1,204.58	7,543.4	1,100.89	12.1	9.4
College Stores	399.0	36.05	360.0	33.83	10.9	6.6	3,344.2	283.41	3,026.5	265.47	10.5	6.8
Libraries & Institutions	366.4	24.25	342.9	24.51	6.8	1.1	1,576.2	100.71	1,452.7	99.43	8.5	1.3
Schools	165.3	19.99	158.3	20.67	4.4	(3.3)	2,035.8	235.35	1,955.6	244.76	4.1	(3.8)
Direct to Consumer	743.9	90.17	697.0	88.67	6.7	(1.7)	2,503.7	292.83	2,373.2	289.94	5.5	(1.0)
Other	94.0	38.68	87.5	38.21	7.4	1.2	340.7	133.60	302.3	121.30	12.7	10.1
Total	**4,487.3**	**629.98**	**4,075.4**	**600.98**	**10.1**	**4.8**	**18,256.8**	**2,250.49**	**16,653.7**	**2,121.80**	**9.6**	**6.1**